

What is Claimed is:

1. An interactive television system having user television equipment on which an interactive television program guide application and an interactive non-program-guide television application are each at least partially implemented, said user television equipment being configured to:

display information that is related to programming using the non-program-guide application;

provide a user with an opportunity to select the displayed information; and

use the program guide application to display an information display region that includes additional information related to the programming when the displayed information is selected.

2. The system defined in claim 1, wherein the information display region includes a program guide option that is related to the programming.

3. The system defined in claim 1, wherein the information display region includes a plurality of program guide options that are related to the programming.

4. The system defined in claim 1, wherein the information display region includes video that is related to the programming.

5. The system defined in claim 1, wherein the information display region includes a graphic that is related to the programming.

6. The system defined in claim 1, wherein the information display region includes an advertisement for programming.

7. The system defined in claim 6, wherein the advertisement is related to the programming.

8. The system defined in claim 1, wherein the displayed information is an advertisement.

9. The system defined in claim 1, wherein the displayed information is a graphic.

10. The system defined in claim 1, wherein the displayed information is a phrase that is related to the programming.

11. The system defined in claim 1, wherein the displayed information is a word that is related to the programming.

12. The system defined in claim 1, wherein the user television equipment is further configured to display an indicator with the displayed information to indicate to the user that the displayed information is related to programming.

13. The system defined in claim 12, wherein the opportunity to select the information is provided by providing the user with an opportunity to select the indicator.

14. The system defined in claim 1, wherein the user television equipment includes a program guide database of programming information for the program

guide application, and wherein the user television equipment is further configured to access the program guide database to determine which programming is related to the selected information.

15. The system defined in claim 1, wherein the display region is an overlay.

16. The system defined in claim 1, wherein the display region is a display screen.

17. The system defined in claim 1, wherein the user television equipment is further configured to:

provide the displayed information in a non-program-guide application display screen; and

provide the user with an opportunity to return to the non-program-guide application display screen when the display region has been displayed.

18. The system defined in claim 1, wherein the programming is a particular program.

19. The system defined in claim 1, wherein the programming is a particular channel.

20. The system defined in claim 1, wherein the programming is a particular network.

21. The system defined in claim 1, wherein the programming is a particular service package.

22. The system defined in claim 1, wherein the non-program-guide application comprises executable code that includes a program guide function that is executed when the displayed information selected.

23. An interactive television system having user television equipment on which an interactive television program guide application having a plurality of program guide features and an interactive non-program-guide television application are each at least partially implemented, said user television equipment being configured to:

display information that is related to programming using the non-program-guide application;

provide a user with an opportunity to select the displayed information; and

display a plurality of on-screen options in a display region when the displayed information is selected, wherein the on-screen options that are displayed are based on attributes of the programming, and wherein the options allow the user to access the plurality of program-guide features.

24. The system defined in claim 23, wherein the display region includes additional information that is related to the programming.

25. The system defined in claim 23, wherein the user television equipment uses the program guide application to display the display region.

26. The system defined in claim 25, wherein the display region includes additional information related to the programming.

27. The system defined in claim 23, wherein the display region includes video that is related to the programming.

28. The system defined in claim 23, wherein the display region includes a graphic that is related to the programming.

29. The system defined in claim 23, wherein the display region includes an advertisement.

30. The system defined in claim 29, wherein the advertisement is related to the programming.

31. The system defined in claim 23, wherein the displayed information is an advertisement.

32. The system defined in claim 23, wherein the displayed information is a graphic.

33. The system defined in claim 23, wherein the displayed information is a phrase that is related to the programming.

34. The system defined in claim 23, wherein the displayed information is a word that is related to the programming.

35. The system defined in claim 23, wherein the user television equipment is further configured to display an indicator with the displayed information to indicate to the user that the displayed information is related to programming.

36. The system defined in claim 35, wherein the opportunity to select the information is provided by providing the user with an opportunity to select the indicator.

37. The system defined in claim 23, wherein the user television equipment includes a program guide database of programming information for the program guide application, and wherein the user television equipment is further configured to access the program guide database to determine which programming is related to the selected information.

38. The system defined in claim 37, wherein the display region includes additional information related to the programming.

39. The system defined in claim 38, wherein the user television equipment is configured to use the program guide application to display the display region.

40. The system defined in claim 23, wherein the display region is an overlay.

41. The system defined in claim 23, wherein the display region is a display region.

42. The system defined in claim 23, wherein the user television equipment is further configured to:

- provide the displayed information in a non-program-guide application display screen; and
- provide the user with an opportunity to return to the non-program-guide application display screen when the display region has been displayed.

43. The system defined in claim 23, wherein the non-program-guide application comprises executable code that includes a program guide function that is executed when the displayed information selected.